

WELCOME TO THE BMS MEETING!

Thursday 23rd January 2025



DATES FOR YOUR DIARY



NEXT AWARDS



Q1 JANUARY - MARCH 2025

- Submissions open: now
- Submissions close: 25 April 2025
- Awards announced: end May

NIBBIES DEADLINE



MARKETING STRATEGY OF THE YEAR

Submit by 5pm on Thursday 30th January



AWARDS



AWARDS: SEASONAL & SPOTLIGHT Q4 OCTOBER – DECEMBER 2024



Judges:

- Miriam Robinson: Chair of Judges
- Laura di Giuseppe: Publishing and Marketing Consultant
- Rosie Beaumont-Thomas: Freelance Event Producer and Co-founder,
 Feminist Book Society
- Anna Chapman: Senior Strategist, 21st Century Brand
- Georgina Atwell: Founder, Toppsta and Commercial Director, fivebooks.com
- Lynsey Passmore: Founder, Bazowie
- Jasper Sutcliffe: Publisher & Affiliate Manager, Bookshop.org

MULTI-TITLE CAMPAIGN Q4 HIGHLY COMMENDED



InvestiGators: A Campaign with Teeth

Cheyney Smith & Alice Smith, Macmillan Children's



'This campaign excelled with a year-long, strategic and tactical approach, delivering cohesive messaging while flexibly adapting to audience feedback. It engaged the fanbase, supported retailers with bespoke initiatives and maximised print, digital, and in-person events. The impressive sales and YOY growth, has given the author a significant boost in an over-crowded market and the team deserve huge credit for this expertly executed campaign.'

MULTI-TITLE CAMPAIGN Q4 WINNER



2024: A Year of Rebus

Tom Noble & Yadira Da Trindade, Orion

'We were blown away by the creativity, testing and audience understanding that went into this juggernaut of a year-long campaign, which delivered incredible sales for the author's new title as well as servicing each of the other titles with individual attention.

A masterclass from a brilliant team, who used every inch of the budget in credible and meaningful ways.'



GUERRILLA CAMPAIGN Q4 HIGHLY COMMENDED





She's Always Hungry

Mollie Stewart, Faber

'This intelligent campaign honed in on key creative areas – such as limited editions and covetable merchandise – as well as garnering authentic retailer support for a relatively niche title.

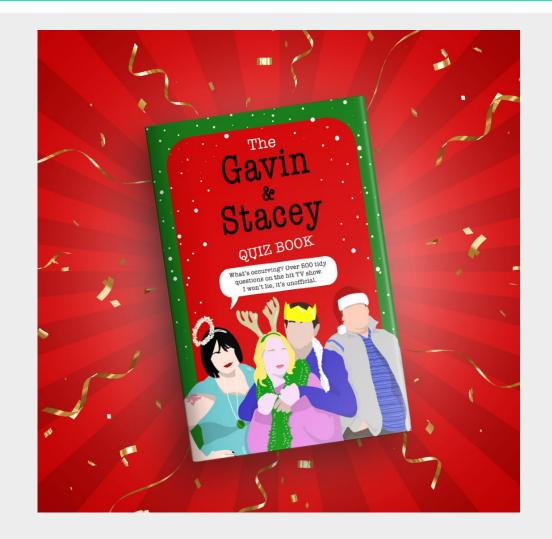
The team clearly had fun doing so in the process, and took some risks which paid off.'

GUERRILLA CAMPAIGN Q4 WINNER



The Gavin & Stacey Quiz Book Holly Milnes, Bonnier

'The judges fell in love with this simultaneously strategic and creative campaign, which leaned into a core fanbase to exceed sales expectations and then some. Deep audience understanding, phenomenal superfan content creation and an ability to find deep-niche platforms meant that this book's ROI was truly off the charts.'



CHILDREN'S CAMPAIGN Q4 HIGHLY COMMENDED





Where's Clive Penguin?

Jasmin Lindenmeir, Finn Murphy, Jade McGrath & George Hanratty, Little Tiger Press

'The judges were impressed by the bookstore outreach, including in-store activities, POS and organic social campaign generating creative bookshop reels reaching a broad audience. The team was nimble, strategic and savvy in response to retail demand, as more retailers decided to be involved in particular in the lead-up to Christmas.'

CHILDREN'S CAMPAIGN Q4 WINNER



Bunny vs Monkey: The Great Big Glitch

Fraser Hutchinson, David Fickling Books

'This campaign delivered exceptional sales with standout bespoke retailer strategies, including exclusive editions, competitions, and targeted POS. Despite limited author access, a bold investment in festival props and exclusive events has propelled the author up the charts, demonstrating remarkable ingenuity and impact.'

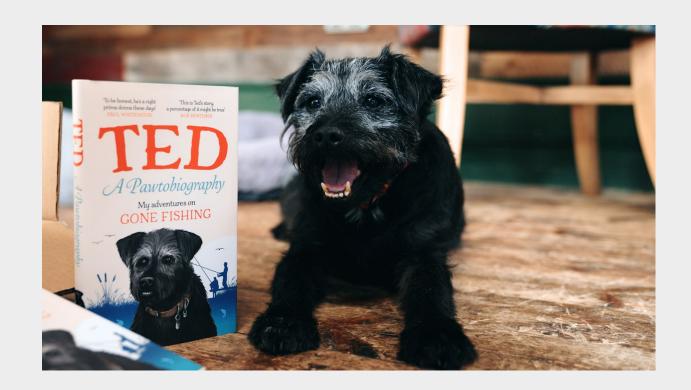


ADULT NON-FICTION CAMPAIGN Q4 HIGHLY COMMENDED



Ted: A Pawtobiography

Shelise Robertson, Ebury



'Besides its submission being an absolute riot to read, this campaign was heartwarming and conceptually creative, driven by shrewd and agile use of paid media. They captured the gifting market to deliver impressive sales on a minimal budget.'

ADULT NON-FICTION CAMPAIGN Q4 WINNER



Patriot

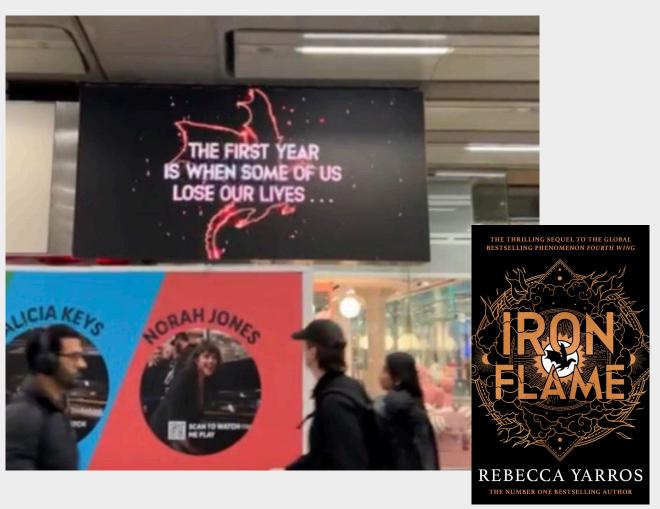
Vintage Books

'A highly effective, hard-working and sensitive campaign for an incredibly important book. We loved how the team were primed to pivot at every turn and shifted their messaging in tune with the wider cultural narrative.'



ADULT FICTION CAMPAIGN Q4 HIGHLY COMMENDED





Iron Flame PB

Laura Vile & Katy Brigden, Little Brown

'A clever use of historic ads data and insight made this a stunningly tactical campaign. No doubt the team felt the pressure but they delivered and were honest in their reporting when things could have performed better.

They embodied the always-learning approach!'

ADULT FICTION CAMPAIGN Q4 WINNER



In Too Deep

Jen Porter & Lucy Upton, Transworld

'An incredibly comprehensive marketing strategy which, at its heart, had the perfect combination of experience and consumer knowledge as well as imagination and a willingness to take risks. These elements produced stand-out results and a pitch perfect campaign in what is a very competitive market.'



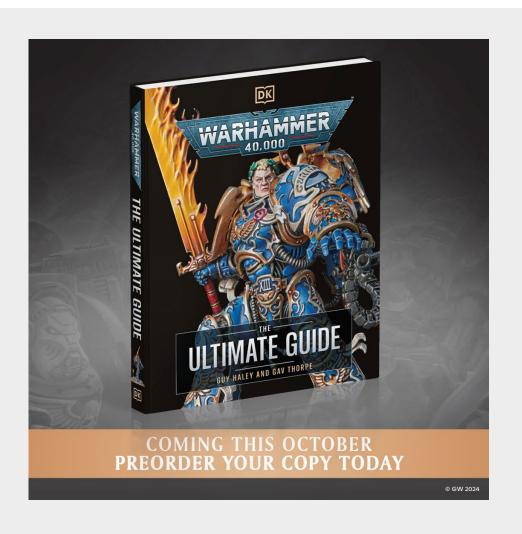


SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q4





Warhammer 40,000: The Ultimate Guide

James Atkinson & Tilly Mummery, DK

'A lesson in how to use advocacy to drive sales on a tiny budget. Demonstrating both determination and respect, the team built the campaign on an authentic understanding of the motivations and behaviour of a passionate fan community.

The result? A rewarding value exchange for both parties.'

INNOVATION Q4



William

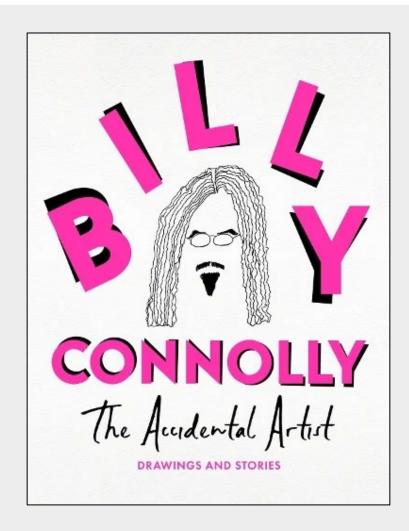
Eleanor Bailey, John Murray Press

'This team deployed new technology in a way that was both innovative and conscientious, while always remaining tied to the book's themes. Their clever – and responsible – use of AI in their comms meant they found chart position for an unknown author at a wildly busy time, which we all know is no small feat.'



CREATIVITY Q4





The Accidental Artist

Sarah Arratoon & Kate Baguley, John Murray Press

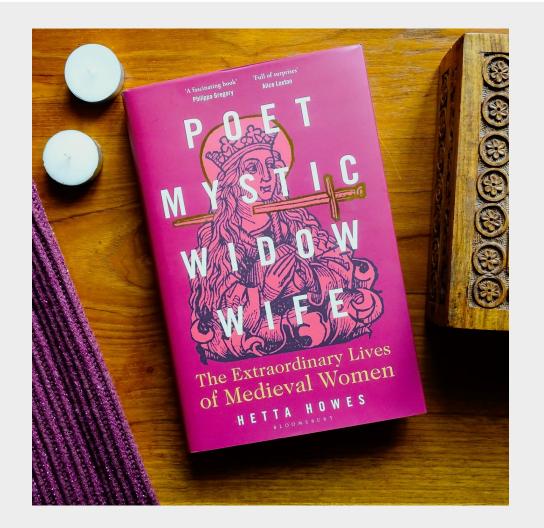
'Strategic, rigorous and creative, this campaign's brand partnership turned into a special sales opportunity, encompassing social, in-store advertising and POS materials. A wonderful stunt, innovative author content repurposed as a mini podcast and detailed KPI analysis of advertising results were all wildly impressive to the judges.'

GRAFT Q4



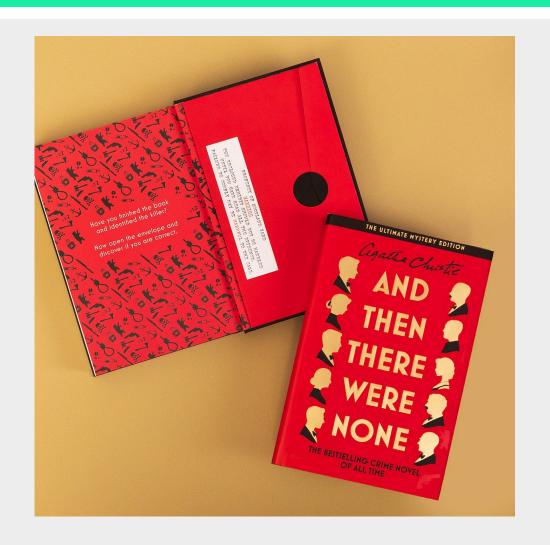
Poet Mystic Widow Wife Sarah Head, Bloomsbury

'Working hard to achieve what might seem impossible goals can crush creativity but that was not the case for this campaign. From the outset the strategy was focused and driven and brilliantly creative, harnessing the power of the influencer and the physical shop incredibly well, which produced outstanding commercial results.'



FORMAT Q4





And Then There Were None

Maddy Marshall, HarperFiction

'Just when you think there's no better way to deliver a book, something new comes along. This campaign was nothing short of genius. It took the heart of the book and made it into a separate beast, utilising market trends and loads of data to deliver a commercially brilliant campaign.'

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CONGRATULATIONS ALL!